



BIKE SHARE

## December 1 - December 31 2017 Report Tempe



GRID Bike Share is Operated By:



# Table of Contents

SYSTEM SNAPSHOT	2
Membership	3
Trips	3
Station Performance	5
Environmental Impact	7
Maintenance & Rebalancing Operations	8
Customer Service Reporting	9
Service Levels	10
Financial Summary	10
Marketing Summary	11
Weather	12

# SYSTEM SNAPSHOT

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	113	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	854	N/A
Trips		
Total Trips	6,919	2,530
Trips Per Day (average)	223	82
Utilization Rate (trips per bike per day)	.26	.28
Active Members		
Total Membership	19,802	N/A
Monthly/Yearly Plans	966	N/A
Pay-As-You-Go & 7 Day Plan	18,836	N/A
Revenue		
Total Revenue	\$26,444.54	\$4,066.93
Maintenance/Customer Service Activity		
Total CS Cases Created	157	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

# Membership

New/Total Active Members (Full System)

**Table 2**

Membership Type	New Sign Ups	Total Active Members
Student	15	348
Monthly	30	343
Annual	0	196
Other	2	79
Pay As You Go	706	18,146
7 Day Pass	124	690
<b>TOTAL</b>	<b>877</b>	<b>19,802</b>

## Trips

Cumulative Trips Per Day of the Week  
December 2017 (Tempe Only)

**Table 3**

M	T	W	Th	F	Sa	Su
325	296	310	307	451	482	359

Trip Initiation Method (Tempe Only)

**Table 4**

Mobile	111
Keypad (manually entered)	2,276
Keypad RFID Card	129
Website	14

**Table 5**

	December (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	6,919	72,277	2,530	20,977
Total Miles Ridden	13,604	129,482	4,839	39,361
Avg. Trip Distance	2.3	1.7	2	1.9
Avg. Trip Time	36:13	23:22	29:34	25:36
Avg. Weekday Trips	221	221	80	92
Avg. Weekend Day Trips	452	456	86	84
Holds	329	3,916	N/A	N/A
Ended out of Hub	1,544	7,664	823	3,080
Ended out of System Area	18	139	7	50

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the “full system”.

## Trip Stats by Member Type (Full System)

**Table 6**

Member Type	Dec. Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,804	41%	28,823	40%
7 Day Pass	482	7%	5,375	7%
Annual	465	7%	5,064	7%
Monthly	909	13%	11,010	15%
Student	1,944	28%	19,638	27%
Other	315	5%	2,367	3%
<b>TOTAL</b>	<b>6,919</b>		<b>72,277</b>	

## Trip Stats by Member Type (Tempe Only)

**Table 7**

Member Type	Dec. Trips	%	Trips YTD	% YTD
Pay-as-you-go	975	39%	7,341	35%
7 Day Pass	195	8%	1,789	9%
Annual	34	1%	214	1%
Monthly	218	9%	2,188	10%
Student	1075	42%	9,203	44%
Other	33	1%	242	1%
<b>TOTAL</b>	<b>2,530</b>		<b>20,977</b>	

Friday, December 1st was the highest day for regional ridership with a total of 336 trips taken. For trips originating in the Tempe service area, Saturday, December 2nd was the top day for ridership with 146 trips taken.

# Station Performance

## Regional Station Performance

**Table 8**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	503	S8 OHSO Brewery & Distillery	3
T20 Tempe Center for the Arts	465	M125 Main St. and Hibbert	2
T17 Tempe Beach Park	397	T23 Escalante Center	2
P123 5th Ave / Fillmore St	376	M121 2nd Ave. and Center	1
P124 3rd St / Taylor St	375	M111 Broadway / Olive	0
P127 Central Ave / Roosevelt St	342	M122 462 N. Drew St. (Drew Community Park)	0
P125 Pierce St / 1st Street	316	M123 1st Place and Date St.	0
P110 Van Buren St & 1st Ave	312	P151 3131 S. Central Ave (Audubon Center)	0
P109 Adams St / 1st Ave	304	P176 Buckeye Rd / 13th St	0
P175 9th St. / Van Buren St	260	S7 Scottsdale Stadium (Rear Entrance)	0

## Tempe Station Performance

Trips started and ended at each station in the Tempe service area

**Table 9**

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	235	230	465	0	5.96
T17 Tempe Beach Park	25	197	200	397	0	0
T14 College Ave / University Dr	15	111	103	214	0.64	1.02
T01 5th St / Forest Ave	20	93	88	181	0	0
T03 Rural Rd / Terrace Rd	11	86	64	150	0	4.98
T16 Apache Blvd / Rural Rd	15	72	78	150	0.02	0
T28 Rio Salado Pkwy / Mill Ave	10	83	66	149	0	10.43
T11 University Dr / Mill Ave	20	89	58	147	0	16.95
T25 University Dr / ASU Student Housing	25	68	66	134	0	0
T27 McAllister Ave / Apache Blvd	25	65	65	130	0	0
T29 Tempe Town Lake Marina	9	65	65	130	0	0
T15 8th St / Dorsey Ln	10	56	72	128	1.6	0
T26 ASU Memorial Union	23	60	66	126	0	0.31
T05 McClintock Dr / Apache Blvd	15	60	60	120	0	0
T04 Apache Blvd / Dorsey Ln	10	51	65	116	3.07	0
T18 Neil Giuliano Park	15	55	59	114	0	0
T02 3rd St / Mill Ave	9	60	50	110	0	0
T24 Westside Center	10	62	47	109	0	17.8
T31 6th St / Mill Ave	15	51	49	100	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	34	61	95	0	0
T10 Washington St / Priest Dr	10	20	27	47	0	0
T13 College Ave / Apache Blvd	15	20	24	44	0	0.18
T08 Apache Blvd / Price Rd	10	16	16	32	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	12	18	30	0	0
T09 Washington St / Center Pkwy	9	15	14	29	0	0
T19 Kiwanis Park	15	16	13	29	0	0
T30 Evelyn Hallman Park	8	14	13	27	0	4.58
T07 Smith-Martin / Apache Blvd	10	6	17	23	0	0

T22 Baseline Rd / Priest Dr	10	14	8	22	0	0
T12 Rural Rd / Southern Ave	10	10	10	20	0	0
T32 North Tempe Multigen Center	10	5	10	15	0	0
T23 Escalante Center	10	2	0	2	0	0

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	568,736	5,179,296	193,560	1,574,440
Carbon Offset	12,538.04 lbs	113,944.51 lbs	4,258.32 lbs	34,637.68 lbs

\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.



# Maintenance & Rebalancing Operations

## System-Wide Operations Data

**Table 11**

	System Wide	Tempe
Average number of bikes in service each day	854	N/A
Bikes inspected in field	3,023	1,414
Bicycles repaired	82	27
Average bike repair time	35 min	35 min
Bikes lost or stolen	0	0
Graffiti Cleaned	2	1

### Out of Station Lock-Ups in Tempe

Of the 2,530 trips started in the Tempe system area in December, 823 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, University Plaza Shopping Center, Holiday Inn Express on East Apache Blvd, Centerpoint on Mill, North Scottsdale Rd and East Playa Del Norte Dr and the Safeway Market complex at South Rural Road and Broadway Road.

### Reported Repairs/Issues (Full System)

**Table 12**

	Type of Issue	December	YTD
1	Other	43	363
2	Seat	4	610
3	Shifting/Pedaling	17	115
4	Lock	21	397
5	Keypad	15	133
6	Brakes	5	79
7	Flat Tire	25	100
8	Lighting	10	42
9	Frame	0	59

Compared to the previous month there was a .24% increase in repairs/issues reported by users via the bikes on-board keypad. In December, 2.02% of all trips resulted in a user submitted repair request.

# Customer Service Reporting

The top customer service contact category for the GRID system in December was Member Inquiries.

**Table 13**

Reason For Contact	December Created Cases (Full System)	YTD
Member Inquiries	35	321
Billing	16	303
Account Management	19	188
Bike Issue	18	200
Charges	10	131
General Education	15	183
Operations	32	202
Sign Up	4	63
Hub Request	2	36
Partnerships	6	74
New Program Request	0	6
Total CS Cases Created	<b>157</b>	<b>1,707</b>

Customer Service Responsiveness (Full System)

**Table 14**

Time of call/email request	
Avg. time to answer	66 seconds
Avg. duration of call	4 min 43 sec

## Service Levels

Agreed Service Levels for Operations within the Tempe System Area

**Table 15**

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg. response time this month (technical issues, breakdown)	30 minutes

## Financial Summary

In December, the average revenue for the full system was \$20.06 per bike and \$2.49 per trip.

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$7,439.00	28%	N/A (data only available for full system)
Ride Fees	\$11,157.54	42%	\$4,375.93
Out of Hub Fees	\$0.00	0%	\$40.00 (Combined Fees)
Out of System Area Fees	\$120.00	0%	
Rider Bonuses Given	-\$772.00	-3%	-\$349.00
Ad Revenue	\$8,500	32%	
<b>TOTAL</b>	<b>\$26,444.54</b>		<b>\$4,066.93</b>

\*Data has not been audited and is only to be used as an approximation of Gross Revenue

# Marketing Summary

## Social Media

**Table 17**

Social Media Outlet	Interactions
Facebook	2612
Twitter	27.6 K
Instagram	3978

## Events

**Table 18**

Event Name	Date
Happy Hour @ the Hub (Mesa)	12/5
Happy Hour @ the Hub (Phoenix)	12/12
Choice Neighborhoods Resident Conversations (Phoenix)	12/12
Choice Neighborhoods Resident Conversations (Phoenix)	12/14

# Weather

(Source: [www.wunderground.com](http://www.wunderground.com))

**Table 19**

Dec.	Trips	Temp. (°F)			Precip. (in)	Events
	Full System	high	low	avg	sum	
<a href="#">1</a>	336	78	61	70	0	
<a href="#">2</a>	321	84	58	71	0	
<a href="#">3</a>	279	80	57	69	0	
<a href="#">4</a>	273	73	53	63	0	
<a href="#">5</a>	251	66	50	58	0.07	Rain , Thunderstorm
<a href="#">6</a>	267	75	50	63	0	
<a href="#">7</a>	259	66	49	58	0	
<a href="#">8</a>	216	66	42	54	0	
<a href="#">9</a>	249	76	43	60	0	
<a href="#">10</a>	223	78	60	69	0	
<a href="#">11</a>	232	76	52	64	0	
<a href="#">12</a>	236	75	46	61	0	
<a href="#">13</a>	211	77	46	62	0	
<a href="#">14</a>	250	74	45	60	0	
<a href="#">15</a>	191	72	50	61	0	
<a href="#">16</a>	232	67	49	58	0	
<a href="#">17</a>	185	61	50	56	0.16	Rain , Thunderstorm
<a href="#">18</a>	228	67	46	57	0	
<a href="#">19</a>	169	67	44	56	0	
<a href="#">20</a>	191	68	45	57	0	
<a href="#">21</a>	169	57	43	50	0	
<a href="#">22</a>	152	58	36	47	0	
<a href="#">23</a>	155	61	39	50	0	
<a href="#">24</a>	103	70	41	56	0	
<a href="#">25</a>	123	66	43	55	0	
<a href="#">26</a>	166	70	41	56	0	
<a href="#">27</a>	247	73	46	60	0	
<a href="#">28</a>	213	75	43	59	0	
<a href="#">29</a>	261	77	45	61	0	
<a href="#">30</a>	301	77	47	62	0	
<a href="#">31</a>	233	70	45	58	0	